

METROPOLITAN EXPOSITION RECREATION COMMISSION

RESOLUTION NO. 01- 13

Authorizing issuance of a request for proposals for MERC parking structure/parking lots advertising and sponsorship program.

The Metropolitan Exposition Recreation Commission finds:

1. That MERC operates and manages all aspects of its parking program for the Oregon Convention Center and the Portland Metropolitan Exposition Center.
2. It is in the best interest of the OCC and the Expo facilities to generate revenue from the operations of its parking program.
3. That a Request for Proposal process is the appropriate competitive process to procure such services due to the nature of the services provided.
4. MERC has approved an advertising policy for its facilities and wishes to increase revenues through advertising and sponsorship of its parking structures and lots.

BE IT THEREFORE RESOLVED that the Commission authorizes the staff to issue a request for proposals for MERC parking structure/parking lots advertising and sponsorship program for the OCC and the Expo.

Passed by the Commission on April 18, 2001.

George S. Bell
Chair

Approved as to Form:
Daniel B. Cooper, General Counsel

Alan Morris
Secretary/Treasurer

By: Kathleen A. Pool
Kathleen A. Pool
Sr. Assistant Counsel

MERC Staff Report

Agenda Items/Issues: Approving RFP for solicitation of advertising/sponsorship programming and way finding services for MERC Parking Operations.

Resolution No.: 01-13

Presented By: Jeffrey A. Blosser

Date: April 18, 2001

Background and Analysis: In October of 1999, the MERC Commission approved Advertising Policy and Standards for its facilities to use when soliciting and installing advertisements in its facilities. This RFP will use these policies in determining the content of a successful sponsorship and advertising program for its parking facilities. Staff is requesting the Commission to approve through an RFP process, solicitation of services to establish, sell, maintain and account for an Advertising and Sponsorship program for all parking facilities and lots managed by MERC. Contracts will be brought back to MERC for final approval.

Fiscal Impact: Staff anticipates potential revenue to be between \$50-\$60,000 per year once the OCC parking structure is completed and open.

Recommendation: Staff recommends that the Metropolitan Exposition Recreation Commission approve the RFP and permit staff to solicit for Advertising/Sponsorship programming for its managed parking facilities. The proposed RFP is attached.

**Request for Proposals
For
MERC Parking Structure Parking Lots Advertising and Sponsorship
Program**

1. Introduction

The MERC, [Metropolitan Exposition Recreation Commission] which oversees the management of the Oregon Convention Center (OCC) and the Portland Metropolitan Exposition Center (Expo), and is located at 777 NE Martin Luther King Jr. Blvd., Portland, Oregon 97232, is requesting proposals for establishing, selling, servicing of advertising, sponsorship, signage and way-finding system for the structured parking under their management as well as the flat parking lot opportunities. Proposals will be due Friday, May 18, 2001, no later than 5:00 pm in the Oregon Convention Center Administration Offices located at 777 NE Martin Luther King Jr. Blvd. Portland Oregon. Details concerning the project services and proposal are contained in this document.

2. Background/History of Project

The MERC Commission has operated the OCC since 1990 and the Expo since 1994. Both facilities operate parking operations exclusive to their perspective facilities on an annual basis. The Oregon Convention Center is undergoing a \$116 million expansion and the Expo has just completed the second phase of a facility expansion to upgrade the exposition facilities. The OCC will have 800 parking spaces in a garage type structure and between 200-300 flat lot parking spaces located adjacent to the site. OCC currently manages the Metro Garage; a 475 space-parking garage located two blocks from the Center as well. Expo has a 2,500 space flat lot parking operation and will be home to a light rail stop in 2004 when the I-Max Light Rail project is complete.

It is anticipated that the result of this RFP will be the identification, selection and contracting for services of a company to provide advertising/sponsorship opportunities, way-finding signage improvements and maintenance of the system for these MERC facilities' parking operations. This process will result in an exclusive advertising/sponsorship way-finding three-year agreement with two additional renewal options at MERC's sole discretion.

3. Scope of Work

See Attached Scope of Work

4. Qualifications and Experience

- 1) List number of successful installations or projects completed or in process of being completed for advertising, sponsorship, way-finding.
- 2) List successful signage/way-finding work completed in the last two years, specifically in parking garage/lot type facilities.

5. Proposal Instructions

A. Submission/Deadline of Proposals

Five copies of the proposal shall be furnished to the Oregon Convention Center, Attn: Jeffrey A. Blosser, 777 NE Martin Luther King Jr. Blvd., Portland, OR 97232. Proposals will not be considered if received after 5:00 pm, May 18, 2001.

B. RFP as Basis for Proposals

This Request for Proposals represents the most definite statement MERC will make concerning the information upon which proposals are to be based. Any verbal information, which is not addressed in this RFP, will not be considered by MERC in evaluating the proposals. All questions relating to this RFP should be addressed to Jeffrey A. Blosser at (503) 235-7583. Any questions, which in the opinion of MERC warrant a written reply or RFP amendment, will be furnished to all parties receiving this RFP. MERC will not respond to any questions received after May 8, 2001.

C. Information Release

All proposers are hereby advised that MEC may solicit and secure background information based upon the information, including references, provided in response to this RFP. By submission of a proposal all proposers agree to such activity and release MERC from all claims arising from such activity.

6. Proposal Contents

The proposal should contain no more than five pages of written material including contracts and brochures, which may be included in an appendix, describing the ability of the Contractor to perform the work requested, as outlined below:

- a. Transmittal Letter: Indicate who will be assigned to the project, who will be project manager and that the proposal will be valid for ninety (90) days.
- b. Financial Terms: Provide a description of your financial terms for the first three-year term of this Agreement and proposal for each of the renewal options.
- c. Performed Services: Provide a description of services to be performed related to packaging of advertising/sponsorship program, selling process, and anticipated program to accomplish tasks. Provide samples of signage for both advertising and way-finding.
- d. Maintenance and Service Schedules: Indicate how emergencies will be handled as well as report times and the amount of time for annual maintenance on the garages and flat lots.
- e. Proposed Contract Terms: Any proposed contract terms from your company in addition to MERC's standard public services agreement (attached). Contract terms submitted are subject to review and approval by MERC Counsel.
- f. Operational Status: Indicate operational time frame, after execution of contract, for garages and flat lots after May 18, 2001.
- g. Exceptions and Comments: To facilitate evaluation of proposals, all responding firms will adhere to the format outlined within RFP. Firms wishing to take exception to, or comment on, any specified criteria within this RFP are encouraged to document their concerns in this part of their proposal. Exceptions or comments should be succinct, thorough and organized.

7. General Proposal/Contract Conditions

- A. Limitations and Award. This RFP does not commit MERC to the award of a contract, nor to pay any costs incurred in the preparation and submission of proposals in anticipation of a contract. MERC reserves the right to waive minor irregularities, accept or reject any or all proposals received as the result of this RFP.
- B. Selected firm is subject to the review and prior approval of MERC before reimbursement of services can occur. Contractor's invoices shall include an itemized statement of work done during the billing period, and will not be submitted more frequently than once a month. MERC shall pay Contractor within 30 days of receipt of an approved invoice.
- C. Validity Period and Authority: The proposal shall be considered valid for a period of at least ninety (90) days and shall contain a statement to that effect. The proposal shall contain the name, title, address and telephone number of an individual or individuals with authority to bind any company contracted during the period in which MERC is evaluating the proposal.
- D. Conflict of Interest. A proposal filing a proposal thereby certifies that no officer, agent or employee of MERC or Metro has a pecuniary interest in this proposal or has participated in contract negotiations on behalf of MERC; that the proposal is made in good faith without fraud, collusion, or connection of any kind with any other Proposer for the same call for proposals; the Proposer is competing solely on its own behalf without connection with, or obligation to, any undisclosed person or firm.

8. Evaluation of Proposals

Evaluation Procedure. Proposals received that conform to the proposal instructions will be evaluated. The evaluation will take place using the evaluation criteria identified in the following section. Interviews may be requested prior to final selection of one firm.

Evaluation Criteria. This section provides a description of the criteria, which will be used in the evaluation of the proposals submitted to accomplish the work defined in the RFP.

Installation Aspects. Timing to complete selling, way-finding design, installation and operational readiness after installation.

Resources and Experience	10%
Proposed Program for Completion	30%
Maintenance and Service schedule	5%
Proposed contract terms of contractor	5%
Financial terms description	50%

9. Notice to All Proposers – Standard Agreement

The attached personal services agreement is a standard agreement approved for use by the MERC. The contract entered into with the successful proposer and MERC must incorporate substantive provisions of this Agreement and is included for your review prior to submitting a proposal.

Attachment A

Scope of Work

For

MERC Parking Structure/Parking Lots Advertising and Sponsorship Program

- A. Contractor shall be responsible for establishing the advertising/sponsorship sales program and way-finding design of each facility. All necessary sales to correspond with the projected/proposed revenue, installations of all advertising/sponsorship signage, all way-finding signage and the maintenance of the program, once installed, on an annual basis.
- B. Contractor shall be responsible, where applicable, for site preparation, including installation of electrical power lines/lights conduit for power lines and other proposed communications/lighting needs.
- C. Contractor shall submit as part of the program, proposal of how monies will be collected, distributed to MERC facilities, all aspects of coordinating advertising/sponsorship proposals for content to MERC for approval, coordination of installation within each facility in relation to the events scheduled.
- D. Contractor shall maintain the accounting system for each account package sold and MERC shall have the opportunity, at its option, to examine all accounting of each account.
- E. Contractor shall be responsible for all necessary maintenance to ensure that signage, advertisements, lights, etc. are in working order per the agreement with each approved sponsorship package. Such maintenance will be at the expense of the Contractor. Ongoing operational maintenance will be the responsibility of MERC.
- F. MERC facilities shall notify Contractor of any issues surrounding way-finding signage damage to advertising/sponsorship signage or program within five business days. Contractor shall make all repairs within five business days after notification.

- G. Contractor, in cooperation with MERC facilities, will design way-finding improvements at each of its designated parking structures or lots as needed and requested. This work will also be subject to future renovations, expansions as well as current program content as it relates to the rest of the facilities' signage and way-finding programs. MERC will be responsible for way-finding signage installation not incorporated into the Advertising/Sponsorship Program sold by Contractor.
- H. Contractor will use its best efforts to maximize revenues to MERC facilities as well as keep advertising/sponsorship program in acceptable condition throughout the term of this agreement and any renewals/extensions.
- I. Contractor will supply projected revenues on an annual basis for inclusion in the MERC budget process. These projections are due to MERC by July 1, 2001 in the first year of the Agreement and every September 1 after that for the remainder of the Agreement and any renewals/extensions.